

File copy
8/3/53

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january	february	march	april
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK BEGINNING MONDAY, AUGUST 3, 1953

BACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS & SHOWINGS

Monday August 3 2:30 P.M.	ARNOLD CONSTABLE Showing of college fashions by Arnold Constable. <u>Suburban store showings:</u> New Rochelle, Aug. 4 at 2:30 P.M.; Hempstead, Aug. 5 at 2:30 P.M.; Hackensack, N.J., Aug. 12 at 2:30 P.M.; Manhasset, Aug. 13 at 2:30 P.M. Publicity: Gloria Geis, MU. 5-2300.	3RD FLOOR
Monday August 3	MACY'S Opening of College shop. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	3RD FL., B'WAY BLDG.
Monday August 3	NAMM-LOESER'S College shop opens. Publicity: Muriel Lipchik, TR. 5-5700.	2ND FLOOR
Monday August 3	FRANKLIN SIMON College shop opens. Publicity: Lenore Benson, WI. 7-9600.	3RD FLOOR
Beginning Monday	COLLEGE-CAREER FASHION SHOWS	ABRAHAM & STRAUS 3RD FLOOR & 4TH FLOOR
August 3-	Aug. 3: 12:30-2:00 P.M.-"Vogue" recommendations for college-career.	
August 27	Aug. 6: 5:30-7:30 P.M. - Junior size fashions for college-career.	
	Aug. 10: 12:30-2:00 P.M.- "Red Ink" color promotion.	
	Aug. 13: 5:30-7:30 P.M. - Knit and cashmere fashions.	
	Aug. 17: 12:30-2:00 P.M.- Fashion in leather; British Brevitt shoes.	
	Aug. 20: 5:30-7:30 P.M. - Sportswear fashions; Greta Plattry in person.	
	Aug. 27: 5:30-7:30 P.M. - Precious fiber fabrics in coats and suits.	
	Open to public. Contact: Feature Events Dept., TR. 5-7200, Ext. 662.	
Tuesday August 4 2:30 P.M.	RUSSEKS FIFTH AVENUE Russeks will present a collection of college fashions. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	7TH FLOOR
Tuesday August 4	BLOOMINGDALE'S College shop opens. Publicity: Margaret de Mille, EL. 5-5900.	3RD FLOOR
Thursday August 6 9:30 A.M.	PECK & PECK Press showing of Peck & Peck's College fashions at breakfast. By invita- tion only. Publicity: Mrs. D.J. Todd, OR. 3-4700.	6TH FLOOR
Thursday August 6 11:15 A.M.	OHRBACH'S Ohrbach's will present a preview of their college fashions to the press. By invitation only. Publicity: Mark Klauser, SP. 7-9000.	3RD FLOOR

(Continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHEREBACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS AND SHOWINGS (Continued)

Monday August 10 10:00 A.M.	MARTIN'S (BROOKLYN) Press preview of college fashions at Martin's. By invitation. <u>Public showing, Wed., August 12 at 2:30 P.M. on 5th floor.</u> Publicity: Rita Dobbins, TR. 5-3100, Ext. 355.	6TH FLOOR
Monday August 10 2:30 P.M.	GIMBELS Press preview of Gimbel's' college fashions. By invitation only. Publicity: Alan Koehler, LO. 5-1500, Ext. 600.	3RD FLOOR
Monday August 10	L. BAMBERGER & CO. (NEWARK) Opening of College Shop. Publicity: John Von Arnold, Market 2-1212.	3RD FLOOR
Tuesday August 11 9:45 A.M.	BEST & CO. Breakfast preview for the press of off-to-school fashions. By invitation only. Publicity: Gay Stearns, PL. 9-2000.	13TH FL.-CONF. ROOM
Monday August 17 11:30 A.M.	B. ALTMAN & CO. Informal showings every half hour from 11:30 A.M. through 2:00 P.M. in College Shop, 3rd floor. Publ.: Eleanor Horton, MU. 9-7000, Ext. 412.	3RD FLOOR
Tuesday August 18 10:00 A.M.	MARTIN'S (BROOKLYN) Martin's will present back-to-school fashions to the press. By invitation. <u>Public showing Thurs., Aug. 20 at 2:30 P.M. on 4th floor.</u> Publicity: Rita Dobbins, TR. 5-3100, Ext. 355.	6TH FLOOR
Wednesday August 19 2:30 P.M.	KRESGE-NEWARK "Fashion Reports to College"—College Board will model fashions at Kresge-Newark. Press invited. Open to public. (College shop opens Monday, Aug. 3). Publicity: Constance Bray, Mitchell 2-8000.	3RD FLOOR
Monday August 24 10:30 A.M.	ALEXANDER'S DEPT. STORES Breakfast preview for the press of campus and career fashions. By invitation. Fashion Director: Lita Hassard, CY. 8-2000, Ext. 92 or 41.	860 5TH AV. APT. 11-L

Beginning Sunday August 2- August 6	NATIONAL LUGGAGE & LEATHER GOODS SHOW Luggage & Leather Goods Manufacturers of America will present luggage, trunks, brief cases and personal leather goods. Contact: Jack Citronbaum or Betty Fryman, 220 Fifth Ave., LE. 2-3960.	LUGGAGE & LEATHER GOODS MANUFACTURERS	HOTEL NEW YORKER
August 3	ARNOLD CONSTABLE FASHION SHOW AT 2:30 P.M. (See Page 1).		
Beginning Monday August 3- August 31	EARRINGS FROM FIRST CENTURY B.C. Fabulous, rare and antique earrings will be exhibited. Also, modern earrings by Trifari. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Tuesday August 4 10:00 A.M. Breakfast	PREVIEW OF FALL FASHIONS IN DYNEL The Textile Fibers Division of the Carbide and Carbon Chemical Co. will invite the press to an informal breakfast meeting and preview of Fall fashions in Dynel. Announcement of four important developments in Dynel's production and sales program. By invitation. Contact: Robert K. Kennedy, MU. 7-8000.	CARBIDE & CARBON CHEMICAL COMPANY	30 EAST 42ND STREET DISPLAY RM-1ST FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 4 10:30 A.M.	PRESS PREVIEW: FALL & WINTER BRIDAL FASHIONS Jay Thorpe will present a press preview of exclusive bridal fashions for Fall and Winter, designed by Josephine Oro. By invitation only. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	5TH FLOOR BRIDAL SALON
August 4	RUSSEKS COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 1).		
Wednesday August 5 9:30 A.M. Breakfast	NELLY DON FALL PREVIEW FOR PRESS Nelly Don and McCreery's will present a preview of Fall fashions. <u>Show</u> at 10:00 A.M. By invitation. Publicity: Hilda FitzGerald, LO. 5-4762.	NELLY DON & McCREERY'S	HOTEL PIERRE BALLROOM FOYER
Wednesday August 5 2:30 P.M.- 5:30 P.M. Cocktails	GIRLS' AND BOYS' HOLIDAY FASHIONS Showing of Holiday line of Mary Jane dresses and Scout-Tex knits, division of G. H. and E. Freyberg, Inc. By invitation. Contact: S.A. Gross, LA. 4-0840.	MARY JANE, INC.; SCOUT-TEX, INC.	1350 BROADWAY SHOWROOM
Wednesday August 5 4:00 P.M. Cocktails	LOUNGING FASHIONS IN LANELLA FABRICS Contest among the New York fashion press to design a new type of garment for TV lounging. Judges: Margaret Arlen, WCBS-TV commentator; Jeanne Contini, Tobe & Associates; Phyllis Hill, in "The Fifth Season"; Vee Rafdal, fashion director for A.M.C.; and Cecilia Staples, Staples-Smith Display Co. By invitation only. Contact: Robbie at Lanella, MU.4-5538.	LANELLA CORP. (185 MADISON AVE.)	HOTEL VANDERBILT SOUTH COURT ROOM
Beginning Wednesday August 5- August 6- August 7	OPENING OF SPANISH COUTURE COLLECTIONS Couturier collections by Bastida, Eulalia, Flotante, Pertegas, Rodriguez. Contact: Lucien Goetsch; Goetsch y Cia, Serrano 14, Madrid; or Rosemary Sheehan, 630 5th Ave., CI. 7-8060.	COOPERATIVE DE ALTA COSTURA	BARCELONA, SPAIN
Wednesday August 5 4:00 P.M. Cocktails	PREVIEW OF NEW SWEATER FASHIONS Introduction of Premier's special new group of sweater ideas and styles. By invitation only. Contact: Mr. Chet Strasser at Premier, WI. 7-1930.	PREMIER KNITTING CO. (1410 BROADWAY)	SHERRY NETHERLAND CARNAVAL ROOM
August 6	PECK & FECK'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Page 1).		
August 6	OHRBACH'S COLLEGE FASHION SHOW AT 11:15 A.M. (See Page 1).		
Thursday August 6 4:00 P.M. Cocktails	PREVIEW: SALES TRAINING FILM ON MILIUM Press preview of sales training film on Miliun, and announcement of ten-thousand dollar Miliun contest for sales personnel. By invitation only. Publicity: Ruth Hammer Associates, 2 W. 59th St., EL. 5-7872.	MILIUM--DIV. OF DEERING MILLIKEN	WALDORF-ASTORIA PERROQUET SUITE
Beginning Sunday August 9- August 13	FORTY-EIGHTH ANNUAL JEWELERS CONVENTION Over 10 million dollars worth of jewelry, watches, silverwear, and other lines of merchandise, sold by retail jewelry stores, will be displayed. Contact: Charles Isaac, 551 Fifth Ave., MU. 2-2764.	AMER. NAT'L RETAIL JEWELERS ASS'N.	WALDORF-ASTORIA
August 10	MARTIN'S (BROOKLYN) COLLEGE FASHION SHOW AT 10:00 A.M. (See Page 2).		

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August 10	GIMBELS' COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 2).		
Tuesday August 11- August 12 9:15 A.M.	PREVIEW OF LEATHER COLORS AND FINISHES Allied Kid Co. will preview Resort-Spring-Summer 1954 leather colors and finishes at a showing for press and shoe stylists, <u>Tuesday, Aug. 11 at 9:15 A.M.</u> For buying office fashion coordinators, <u>fashion publicists, department store fashion coordinators, Tuesday, Aug. 11, at 3:30 P.M.</u> For fabric, hosiery and accessory stylists, <u>Wednesday, Aug. 12 at 3:30 P.M.</u> By invitation only. Contact: Helen Caruso, MU. 6-1623.	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM-3RD FLOOR
August 31	BEST & CO. "OFF-TO-SCHOOL" FASHION SHOW AT 9:45 A.M. (See Page 2).		
Tuesday August 11 11:00 A.M.	PRESS PREVIEW OF BRIDAL FASHIONS Fashions for brides and bridesmaids by Rosette Pennington will be presented to the press. By invitation only. Contact: Ruth English, PL.9-3737.	ROSETTE PENNINGTON	20 EAST 56TH STREET SALON - 3RD FLOOR
Tuesday August 11- Sept. 27	FURNITURE EXHIBIT BY THONET INDUSTRIES Exhibition of furniture manufactured by Thonet Industries, Inc. including examples of original bentwood chairs made in the 1830's and the tubular steel chairs designed by Mies van der Rohe, Breuer and Le Corbusier and manufactured by this company in the 1930's. Exhibition designed by Enrico Peressutti, Italian architect, and presented on 100th anniversary of the N.Y. branch of Thonet Industries, Inc. Publicity: Elizabeth Shaw, CI. 5-8900.	THE MUSEUM OF MODERN ART	3RD FLOOR 11 WEST 53RD STREET
Wednesday August 12 9:30 A.M. Breakfast	DISPLAY AND SHOWING OF RESORT COTTONS Hope Skillman will present her 10th anniversary collection of Resort and Cruise cottons at an informal showing and display for the press. By invitation only. Publ.: Peggy Eichelsdoefer at Hope Skillman, CH. 4-8109.	HOPE SKILLMAN	1407 BROADWAY SHOWROOM-29TH FLOOR
Wednesday August 12 9:30 A.M. Coffee	PREVIEW OF FASHIONS FOR TALL GIRLS Preview of fashions for tall girls by Lane Bryant. By invitation only. Fashion Director: Paula Miller, LE. 2-0200.	LANE BRYANT	10TH FLOOR
Thursday August 13 9:30 A.M. Coffee	FALL SHOE PREVIEW FOR THE PRESS Presentation to the press of Fall collection of Coward Shoes. By invitation only. Fashion Director: Paula Miller, LE. 2-0200.	COWARD SHOE, INC.	350 FIFTH AVENUE EXEC.OFFICE-2ND FLOOR
Thursday August 13 11:00 A.M.	PRESS PREVIEW: FALL SHOE COLLECTION Preview for the press of Saks Fifth Avenue's Fall shoe collection. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA HOTEL LE CHATEAU-11TH FLOOR
Thursday August 13 3:00 P.M.- 6:00 P.M.	RECEPTION TO HONOR CONTEST WINNERS McCall will honor the junior and senior winners of their Spring "Dress-Your-Best" contest. The press will be introduced to the winners from 3:00 P.M. to 4:00 P.M. By invitation only. Contact: MU. 6-4600.	McCALL CORP.	SAVOY-PLAZA HOTEL LE CHATEAU-11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday August 15	NEW PURSE-SIZE FASHION MAGAZINE Cameo, a new monthly magazine devoted to fashion and feminine interests, will cover popular price fashions, figure problems, beauty, grooming, home furnishings, homemaking, foods, campus, jobs, travel. Editor: Lillian E. Gray. Price: 15¢. Contact: MU. 3-9412.	CAMEO PUBLICATIONS (37 EAST 28TH ST.)	NEWSSTANDS
Sunday August 16- August 21	ALLIED LINENS TRADE SHOW The Allied Linens and Domestic Association, whose members comprise all soft goods fields, will present ideas for creating new business. Contact: Herbert Swann, 420 Lexington Avenue, LE. 2-9525.	ALLIED LINENS & DOMESTICS ASS'N.	HOTEL COMMODORE
Sunday August 16- August 21	WINTER & HOLIDAY SHOWINGS IN DALLAS Dallas Winter and Holiday Market showings, sponsored by the American Fashion Association, the market division of the Dallas Chamber of Commerce. Contact: H. W. Stanley, A.F.A., Dallas, Texas.	AMERICAN FASHION ASSOCIATION	BAKER HOTEL DALLAS, TEXAS
August 17	ALTMAN'S COLLEGE FASHION SHOWS FROM 11:30 A.M. to 2:00 P.M. (See Pg. 2).		
August 18	MARTIN'S (BROOKLYN) BACK-TO-SCHOOL FASHION SHOW AT 10:00 A.M. (See Pg. 2).		
Tuesday August 18 11:00 A.M.	PRESS SHOWING: FALL DRESS COLLECTION Garland Faulkner will present his Fall collection to the press. By invitation only. Publicity: Maud G. Moody, 347 5th Ave., LE. 2-5562.	GARLAND FAULKNER	68 EAST 56TH STREET SALON
Tuesday August 18 12:30 P.M.	BACK FROM VACATION & COLLEGE FASHIONS Saks 34th will present back-from-vacation and back-to-college fashions. Press invited. Open to public. Publ.: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	3RD FLOOR
August 18 12:30 P.M.	TANNERS' COUNCIL PRESS LUNCHEON AT WALDORF-ASTORIA (See Below). Publicity: Leif C. Kronen, MU. 6-7950.		
Tuesday August 18 2:00 P.M.	PREVIEW OF RESORT AND SPRING PRINTS The Silk and Rayon Print Institute will present their preview of Resort and Spring prints, with an exhibit at 2:00 P.M. and cocktails 5:00 P.M. - 7:00 P.M. By invitation only. Publicity: Kay Martin, LO. 5-2140.	SILK AND RAYON PRINT INSTITUTE	SAVOY PLAZA HOTEL BALLROOM SUITE
Tuesday August 18- August 19	FORTY-THIRD SEMI- ANNUAL LEATHER SHOW Leather treatments and finishes in new colors for Spring 1954, from about 93 tanning firms, will be on display from 9:00 A.M.-7:00 P.M., Tues., Aug 18 and 9:00 A.M.-3:00 P.M., Wed., Aug. 19. <u>Press luncheon Tuesday, August 18 at 12:30 P.M.</u> Publicity: Leif C. Kronen, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday August 19 12:00 Noon Buffet	PREVIEW: FALL AND WINTER MILLINERY House-warming collection of Gustavo's collection of custom and wholesale Fall and Winter millinery. By invitation only. Publicity: Maud G. Moody, 347 5th Ave., LE. 2-5562.	GUSTAVO	59 WEST 56TH STREET SALON
August 19	KRESGE-NEWARK COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 2).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday August 19 5:45 P.M. Cocktails	PRESS PREVIEW: NEW SEVENTH FLOOR Saks Fifth Avenue will have a preview for the press at opening of their new seventh floor. <u>Showing at 6:00 P.M.</u> By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	7TH FLOOR
Thursday August 20 9:30 A.M. Coffee	PRESS PREVIEW OF BRIDAL FASHIONS Best's Fall and Winter bridal fashions will be presented at a preview for the press. By invitation only. Publicity: Gay Stearns, PL. 9-2000.	BEST & CO.	3RD FLOOR BRIDAL SALON
August 24	ALEXANDER'S CAMPUS & CAREER FASHION SHOW AT 10:30 A.M. (See Page 2).		
Tuesday August 25 11:00 A.M.	PRESS PREVIEW OF CUSTOM MILLINERY Presentation of Milgrim's custom millinery at a showing for the press. By invitation only. Publ.: Maud G. Moody, 347 5th Ave., LE. 2-5562.	MILGRIM	6 WEST 57TH STREET SALON-6TH FLOOR
Tuesday August 25 2:30 P.M.	FALL FASHIONS BY KENN BARR OF CASINO Russeks will present Fall fashions by Kenn Barr of Casino. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Wednesday August 26 9:30 A.M. Coffee	PRESS PREVIEW: FALL FASHIONS FOR "CHUBBIES" Presentation to the press by Lane Bryant of Fall fashions for "Chubbies." By invitation only. Fashion Director: Paula Miller, LE. 2-0200.	LANE BRYANT	10TH FLOOR
Wednesday August 26 2:15 P.M.	POOLSIDE PREVIEW OF 1954 SWIMSUITS "SeaMolds" by Flexees poolside preview of the 1954 swimsuit collection. By invitation only. Publicity: Sandra Kahn, MU. 9-2100.	FLEXEES, INC.	PLACE TO BE ANNOUNCED
Beginning Wednesday Sept. 2	CRUISE OPENING IN CALIFORNIA Sept. 2: Rose Marie Reid -- Hotel Ambassador, Los Angeles. Sept. 3: Cole of California -- Place to be Announced. Sept. 8: Caltex of California -- Town House, Los Angeles. Sept. 11: Catalina, Inc. Contact individual firms.	FOUR CALIFORNIA SWIMSUIT FIRMS	LOS ANGELES, CALIFORNIA
Sept. 7	LABOR DAY (Monday).		
Beginning Tuesday Sept. 8 10:30 A.M.	OPENING OF IMPORT & HOLIDAY COLLECTIONS "Paris In New York"--showing of Mignon's collection of imports from Paris together with their Holiday group of cocktail dresses. Daily at 10:30 A.M., 1:30 P.M. and 3:30 P.M. Contact: Florence Farmer, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Tuesday Sept. 8 12:30 P.M. Luncheon	FALL COATS AND SUITS AT LUNCHEON SHOW Luncheon showing of coats and suits, designed by Schiaparelli for Harry Frechtel. Fashions available at Lord & Taylor. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Harry Frechtel Contact: Herman Rothman, PE. 6-1310. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	HARRY FRECHTEL (SCHIAPARELLI)	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 8 5:30 P.M.	PREVIEW: CUSTOM- ORDER COLLECTION Bergdorf Goodman will present their custom-order collection to the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Beginning Tuesday Sept. 8	RESORT OPENINGS IN LOS ANGELES The following California manufacturers will present their Resort lines in Los Angeles: Adele of California; Alex Coleman; Jeanette Alexander; Casual Time; Colony Casuals (Junior Time); Michael Originals; Georgia Kay; Dan-Gertsman; Jeri Holmes; John Roberts; Junior Miss of California; Lucinda; Addie Masters; Maurice Handler of California; Madalyn Miller; Marjorie Montgomery of California; Roberts Mfg. Co.; W. J. Schminke & Assoc. (Pat Premo); Sir James; Tabak of California; Zolot of California. Contact: California Apparel Creators, 740 So. Broadway, Los Angeles, Calif.	RESORT WEAR GUILD	INDIVIDUAL SHOWROOMS
Wednesday Sept. 9 10:30 A.M.	PRESS PREVIEW OF HOWARD GREER COLLECTION Jay Thorpe will invite the press to meet Howard Greer of California and to preview his Fall collection. By invitation only. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	4TH FLOOR
Cancelled Sept. 9	CHANDA'S PRESS PREVIEW OF FALL MILLINERY, ORIGINALLY SCHEDULED FOR WEDNESDAY, SEPT. 9 AT 12:00 NOON, HAS BEEN CANCELLED.		
Wednesday Sept. 9 1:00 P.M. Luncheon	FASHIONS AT LUNCHEON SHOW Fashion Show by Russeks during luncheon. (<u>Note Change of Date</u>). Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publ.: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Wednesday Sept. 9 2:30 P.M.	PRESS PREVIEW: SOPHIE CUSTOM-ORDER COLLECTION Preview for the press of Sophie's Fall custom-order collection. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Sept. 10	ROSH HASHONAH (Thursday)--First Day of Jewish New Year.		
Thursday Sept. 10 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview of Bergdorf Goodman's French and Italian import collection of dresses and millinery. By invitation. Publ.: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Sept. 11	ROSH HASHONAH (Friday)--Second Day of Jewish New Year.		
Friday Sept. 11 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY SHOW Press showing of Tatiana du Plessix' Fall and Winter custom millinery. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA LE CHATEAU-11TH FLOOR
Beginning Saturday Sept. 12- Sept. 17	MARKET WEEK IN MIAMI, FLORIDA Contact: Mr. Jay E. Kashuk, Executive Director, Miami Fashion Council, Chamber of Commerce Building, Miami 32, Florida.	MIAMI FASHION COUNCIL	RONEY PLAZA HOTEL MIAMI BEACH, FLORIDA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 14 10:30 A.M.	BENDEL ORIGINALS & FRENCH IMPORTS Press preview of Bendel originals and French imports. By invitation only. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	3RD FLOOR
Monday Sept. 14 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Zita's Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Zita contact: RE. 4-0101. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ZITA, INC. (755 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM
Monday Sept. 14 4:30 P.M. Cocktails	PREVIEW: FALL CUSTOM- ORDER & READY-TO-WEAR The Fall custom-order and ready-to-wear collection will be presented to the press by Mme. E. Garnett. By invitation only. <u>Showing to customers,</u> <u>Tuesday, Sept. 15 at 2:30 P.M.</u> Publicity: Austin Wilder, EL. 5-5275.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Tuesday Sept. 15 9:30 A.M. Breakfast	PREVIEW OF 1954 SWIMSUIT COLLECTION Jantzen will present a preview of their 1954 swimsuit collection. By invitation only. Publicity: Mr. Dana Blackmar at Jantzen, LO. 4-2820.	JANTZEN KNITTING MILLS (350 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Tuesday Sept. 15 10:30 A.M. Breakfast	PRESS PREVIEW: FASHIONS FOR TALL GIRLS Tall Wear will present a press preview of Fall fashions for tall girls, styled by Sylvia, featuring three tall types. (Note change of date). By invitation only. Publ.: Helen Horchler at Frank Best & Co., CI. 7-6760.	TALL WEAR BY SYLVIA (13 EAST 47TH ST.)	HOTEL ROOSEVELT
Tuesday Sept. 15 3:00 P.M.	PRESS PREVIEW: FALL CUSTOM-ORDER COLLECTION Elizabeth Arden will present her Fall custom-order collection to the press. By invitation only. Publ.: Rasponi Associates, 667 Madison Ave., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON
Wednesday Sept. 16 9:00 A.M. Coffee	FALL FASHION PREVIEW FOR PRESS Bloomingdale's will preview their Green Room collection of Fall ready-to- wear, including coats, suits and dresses. By invitation only. Contact: Margaret de Mille, EL. 5-5900, Ext. 695.	BLOOMINGDALE'S	3RD FLOOR GREEN ROOM
Wednesday Sept. 16 11:00 A.M.	PREVIEW: BERNARD NEWMAN'S READY-TO-WEAR COLLECTION Press preview of Bernard Newman's Fall ready-to-wear originals. By in- vitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR
Thursday Sept. 17 9:00 A.M. Breakfast	PREVIEW: CALTEX 1954 SWIMSUIT COLLECTION The Caltex of California 1954 swimsuit collection will be introduced to the N.Y. press at breakfast on Thursday, Sept. 17 at 9:00 A.M. By in- vitation only. Publicity: Sandra Kahn, MU. 9-2100.	CALTEX OF CALIFORNIA	417 FIFTH AVENUE SHOWROOM
Thursday Sept. 17 12:00 Noon Luncheon	IMPORT COLLECTIONS AT LUNCHEON SHOW Fall presentation of import collections. (More details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 19	YOM KIPPUR - JEWISH DAY OF ATONEMENT (Saturday).		
Monday Sept. 21 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Gimbels will present a fashion show during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000. Gimbels Publ.: Alan Koehler, LO. 5-1500, Ext. 600. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE ROOM
Tuesday Sept. 22 12:30 P.M. Luncheon	FATH-HALPERT FASHIONS AT LUNCHEON SHOW Showing of Jacques Fath Fall collection, designed for Joseph Halpert and available at Gunther Jaeckel. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gunther Jaeckel Publ.: Carole Paley, PL. 5-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Sept. 23 10:00 A.M.	PREVIEW: FALL FASHIONS BY IRENE OF HOLLYWOOD Press preview of Fall fashions by Irene of Hollywood. By invitation only. Publicity: Carole Paley, PL. 5-7000.	GUNTHER JAECKEL	10 EAST 57TH STREET SALON - 3RD FLOOR
Wednesday Sept. 23 12:30 P.M. Luncheon	SEYMOUR FOX FASHIONS AT LUNCHEON SHOW Showing of Seymour Fox coats and suits for Fall during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Seymour Fox Publicity: Ann R. Silver Assoc., 551 5th Ave., MU. 7-8654. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA EMPIRE ROOM
Thursday Sept. 24 1:00 P.M. Luncheon	FALL FASHIONS BY JUNIOR LEAGUE FROCKS Luncheon presentation of Fall fashions by Junior League Frocks, available at De Pinna. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Gene Loyd, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Tuesday Sept. 29 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Arnold Constable's Fall fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Sept. 29 9:00 P.M.	SECOND WINTER & HOLIDAY MILLINERY FASHION SHOW Second Winter and Holiday millinery fashion show. By invitation only to buyers, merchandise managers and store owners. Contact: LO. 4-7800.	MILLINERY STAB. COMM. MILLINERY FASHION BUR.	HOTEL ASTOR BALLROOM

Beginning Monday October 5	RESORT-SPRING LINES BY SPORTSWEAR GUILD The members of the Sportswear Guild will introduce their Resort-Spring lines during the week beginning Monday, Oct. 5. Members include: ADLER & ADLER, INC. DAVIDOW	THE SPORTSWEAR GUILD DAVID M. GOODSTEIN, INC. KANE-WEILL ZOLTAN ROSENBERG	MANUFACTURERS' SHOWROOMS SPORT-CRAFT, INC. STAR-MAID DRESSES
Contact Individual Manufacturers.			

MOVIES...MUSIC...THEATRE...BALLET

- Wednesday
August 5 PREMIERE: "FROM HERE TO ETERNITY" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.
Columbia Pictures will present the film version of James Jones' best
seller about the bombing of Pearl Harbor. Starring: Burt Lancaster,
Montgomery Clift, Deborah Kerr, Frank Sinatra and Donna Read. Producer:
Buddy Adler. Director: Fred Zinnemann. Costumes: Jean Louis. Capitol
Publicity: Paula Gould, JU. 2-2000. Columbia Pictures Publicity:
Hortense Schorr, CI. 5-5000.
- Thursday
August 13 PREMIERE: "THE WAR OF THE WORLDS" (Movie) MAYFAIR THEA., 7TH AVE. & 47 ST.
Paramount Technicolor Production (on a panoramic screen with stereophonic
sound) of the H. G. Wells novel about an invasion of the Earth of Martians.
Starring: Gene Barry, Ann Robinson, Cedric Hardwicke, Les Tremayne.
Producer: George Pal. Director: Byron Haskin. Costumes: Edith Head.
Paramount Publicity: Maria van Slyke, BR. 9-8700.
- Tuesday
Sept. 8 OPENING: "ANNA RUSSELL AND HER LITTLE SHOW" VANDERBILT THEA., 148 W. 48 ST.
Eastman Boomer and Arthur Klein will present Anna Russell and her revue
with Joseph Scandur, Jean-Louis Destine and his Haitian dance troupe,
Paul Duke, Arthur Barnett with duo-pianists, Ashlock and Harris.
Director: Arthur Klein. Publicity: Joe Heidt, MU. 3-0760.
- Beginning
Sunday
Sept. 13 OPENING: "SADLER'S WELLS BALLET" METROPOLITAN OPERA HOUSE, B'WAY AT 39 ST.
S. Hurok will present the Sadler's Wells Ballet for four weeks only,
featuring: Margot Fonteyn, Violette Elvin, Rowena Jackson, Beryl Grey,
Nadia Nerina, Michael Somes. Sunday, Sept. 13: Swan Lake. Tuesday,
Sept. 15: Swan Lake. Wednesday, Sept. 16: The Sleeping Beauty. Thursday,
Sept. 17: The Sleeping Beauty. Friday, Sept. 18: The Shadow (Premiere),
Homage (Premiere), Les Patineurs. Saturday, Sept. 19, Mat. & Eve.: Swan
Lake. Sunday, Sept. 20, Mat. & Eve.: Swan Lake. Tickets: \$1.20 - \$6.00.
Contact: Michael Sweeley at Hurok Attractions, Inc., 711 Fifth Ave.,
PL. 9-6000.
- Thursday
Sept. 17 OPENING: "A PIN TO SEE THE PIN SHOW" PLAYHOUSE THEA., 137 W. 48TH ST.
Nancy Davids will present Joan Miller in a British murder drama by
E. M. Harwood and F. T. Jesse. Director: Peter Cotes. Costumes: Ruth
Morley. Publicity: Richard Maney, CI. 7-4646.
- Wednesday
Sept. 30 OPENING: "TEA AND SYMPATHY" ETHEL BARRYMORE THEA., 243 W. 47 ST.
Playwrights' Company, in association with Mary K. Frank, will present
Robert Anderson's new play starring Deborah Kerr with Leif Erikson and
John Kerr. Director: Elia Kazan. Sets: Jo Mielziner. Costumes: Anna
Hill Johnstone. Publicity: William Fields, CI. 5-7930.
- Thursday
Oct. 15 OPENING: "TEAHOUSE OF THE AUGUST MOON" MARTIN BECK THEA., 302 W. 45 ST.
Maurice Evans and George Schaeffer will present the John Patrick comedy,
based on the novel by Vern Sneider, about Okinawa during the war.
Starring: David Wayne and John Forsythe. Director: Robert Lewis.
Publicity: Sol Jacobson, CH. 4-1482.
- Wednesday
Nov. 4 OPENING: "KIND SIR" ALVIN THEATRE, 250 WEST 52ND ST.
Joshua Logan will present and direct the Norman Krasna comedy starring
Mary Martin and Charles Boyer, with Dorothy Stickney, Margalo Gilmore,
Frank Conroy, Robert Ross. Scenery: Jo Mielziner. Costumes: Mainbocher.
Publicity: Leo Freedman, CH. 4-7250.